



## Political Advertising Disclaimers

### 4. Independent Expenditure Ads on Ballot Measures

(by general purpose recipient committees, major donors, and independent expenditure committees)

**The disclaimer must include, unless otherwise noted:** “Paid for by *committee name*”

Examples:

- “This call was paid for by ABC Trade Association”
- “This ad was paid for by Susan Johnson”

Communication	Manner of Display
<b>All Mass Mailings</b> - more than 200 sent within a calendar month (see note)	<ul style="list-style-type: none"><li>• Committee name/address (on file with Form 410 or 461) on outside of mailing in no less than 14-point, bold, sans serif type/contrasting color</li><li>• “Paid for by” must be in the same color and font as name/address and immediately in front of or above name/address</li></ul>
<b>Telephone Calls</b> (more than 200) - made by: <ul style="list-style-type: none"><li>• Vendors (“robo” calls) or</li><li>• Paid individuals</li></ul>	<ul style="list-style-type: none"><li>• Disclaimer must state the call is “paid for by” committee name</li><li>• Must be at least 3 seconds at beginning or end of call</li></ul>
<b>Radio</b>	<ul style="list-style-type: none"><li>• Must be at least 3 seconds either at beginning or end of the ad</li></ul>
<b>Television</b>	<ul style="list-style-type: none"><li>• Both written &amp; spoken at the beginning or end of ad</li><li>• Not less than 4 seconds</li><li>• Size &amp; contrasting color must be legible to the average viewer</li><li>• <u>Exception</u> - no spoken disclosure required if written statement is shown for at least 5 seconds on a 30 second broadcast or 10 seconds on 60 second broadcast</li></ul>
<b>Electronic Media</b>  <b>1. Websites, blast emails, Facebook posts</b>  <b>2. Ads of limited size</b> (micro bar, button ad, ads limited to 500	<ol style="list-style-type: none"><li>1. Disclaimer statement must be in the same font size as majority of text and displayed conspicuously near the ad</li><li>2. Ad must provide disclaimer via rollover, link or other connection to</li></ol>

## Independent Expenditures - Ballot Measures Ads

Communication	Manner of Display
<p>characters or less)</p> <p><b>3. SMS texts</b></p> <p><b>4. Electronic ads sent in an audio format</b></p> <p><b>5. Electronic ads sent in a video format</b></p>	<p>website with the disclaimer</p> <p><b>3.</b> Include the committee ID number and if technically possible link to the committee's campaign statement on Secretary of State's website</p> <p><b>4.</b> Same requirements as for radio ads above</p> <p><b>5.</b> Same requirements as for television ads above</p>
<p><b>Paid Spokesperson</b> - \$5,000 or more</p>	<ul style="list-style-type: none"> <li>• Must include: "<i>spokesperson's name</i> is being paid by this campaign or its donors"</li> <li>• Printed or televised ad: shown continuously in highly visible font</li> <li>• Radio broadcast or phone message: spoken in clearly audible format</li> </ul>
<p><b>Paid Spokesperson</b> – Payment of <i>any amount</i> to an individual portraying a member of a licensed occupation (I.e., nurse, firefighter, lawyer)</p> <p><u>Exception:</u> If the paid individual is actually a member of the occupation portrayed, the committee may omit this disclaimer. The committee must maintain documentation of the individual's license or certification.</p>	<ul style="list-style-type: none"> <li>• Must also include: "Persons portraying members of an occupation in this advertisement are compensated spokespersons not necessarily employed in those occupations.</li> <li>• Printed or televised ad: shown continuously in highly visible font</li> <li>• Radio broadcast or phone message: spoken in clearly audible format</li> </ul>
<p><b>Newspaper Ads</b></p>	<ul style="list-style-type: none"> <li>• 14-point, bold, sans serif type in contrasting color</li> <li>• Also check the Elections Code</li> </ul>
<p><b>A Billboard</b> <b>Yard Signs</b> (more than 200)</p>	<ul style="list-style-type: none"> <li>• 5% of height of ad in contrasting color</li> </ul>
<p><b>Door hangers, flyers, posters, and oversized campaign buttons and bumper stickers</b> (buttons 10 inches across or larger and stickers 60 square inches or larger) (all more than 200)</p>	<ul style="list-style-type: none"> <li>• 14-point, bold, sans serif type in contrasting color</li> </ul>

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**Note:** Two display rules exist for mass mailings. A mass mailing must have the committee name/address on the outside of an envelope in 6-point type; while the manner of display for the ad disclaimer requires the committee name in no less than 14-point, bold, sans serif type. A one-page mailer may combine the display rules with both the committee name and address in no less than 14-point, bold, sans serif type although the address may be at 6-point type.

**The information on this chart does not carry the force of law. If there are any discrepancies between the chart and the Political Reform Act (Act) or its corresponding regulations and opinions, the Act and its regulations and opinions will control.**

References: [Government Code Sections](#): 82031, 84305, 84310, 84506, 84507, 84509, 84511.

[Title 2 Regulations](#): 18225, 18435, 18440, 18450.1, 18450.4, 18450.5.